



Go Dog, Go!

Kirkland Canine Festival & Dog Walk

July 23, 2011 • 9am – 2pm

Juanita Beach Park



City of Kirkland - Parks & Community Services
505 Market Street, Ste A, Kirkland, WA 98033

www.kirklandwa.gov/gdg

Hello!

The City of Kirkland Parks and Community Services Department is excited to host the 3rd annual **Go Dog, Go! Kirkland Canine Festival** on **Saturday, July 23, 2011**.

Last year, over 2,000 dog lovers from the Eastside and Seattle attended this popular and rapidly growing event, so we're moving to **Juanita Beach Park** where there will be plenty of parking, less panting, and lots of space to roam.

We're also thrilled to be adding a **Dog Walk** to the festival this year. It's an easy 2 mile route along the shores of beautiful Lake Washington - just right for young pups and old dogs alike. Registrants will receive an event t-shirt for humans and doggie bag full of goodies!

Dogs and their people will enjoy a day full of games, contests, clinics, demonstrations and of course the Cascade Classic, Flying Disc Dog Open sponsored by WOOFD2.

We look forward to your participation in this event which encourages responsible pet ownership while raising funds to maintain Kirkland's dog waste clean-up stations and highly anticipated off-leash dog park.

Please join us for another great year!

Now Go Fetch!

Sudie Elkayssi
Special Projects Coordinator
selkayssi@kirklandwa.gov
425.587.3347



Go Dog, Go!

2011 Kirkland Canine Festival & Dog Walk

SPONSOR & VENDOR LEVELS

Sudie Elkayssi
Parks & Community Services
505 Market Street, Ste A
Kirkland, WA 98033-6189
Ph: (425) 587-3347
selkayssi@kirklandwa.gov

LEADER OF THE PACK – Title Sponsor \$1,000 (limit 1) **SOLD**

Pre-Event Promotion/Advertising/Publicity

Name/logo appears as the title sponsor on:

- Event brochure / walk entry forms distributed to pet suppliers, dog service providers, restaurants and other outlets
- Posters distributed throughout Kirkland
- Event Ad in local newspapers
- City of Kirkland website event page

Logo featured on:

- Event ad in the Kirkland Parks & Recreation Spring/Summer Brochure reaching 40,000 Kirkland homes (artwork due February 1)
- Event banners promoting the event

Company name included in press releases

Day of Event Exposure

Name/logo appears as the title sponsor on:

- Event t-shirts distributed to Dog Walk registrants and worn by all event personnel
- Schedule of events given to all attendees

Opportunity to insert sample/promotional materials in Festival Doggie Bags distributed to all Dog Walk registrants

(Two) 10' x 10' sponsor exhibit spaces: 1 at Dog Walk mid-point (exclusive); 1 at Festival site

Sponsor provided banners around event site

Present stage demonstration / promotion during event (sponsor to provide any prizes)

Acknowledgment and appreciation by event MC throughout the Festival

Company receives 4 event t-shirts

Post-Event Exposure

Presentation to City Council and title sponsor recognition

BEST IN SHOW – Promotion / Contest Presenting Sponsor \$500 (limit 5) **SOLD**

Pre-Event Promotion/Advertising/Publicity

Logo appears as sponsor on:

- Event brochures / walk entry forms distributed to pet suppliers, dog service providers, restaurants and other outlets

- Posters distributed throughout Kirkland
- Event Ad in local newspapers
- City of Kirkland website event page
- Event ad in the Kirkland Parks & Recreation Spring/Summer Brochure reaching 40,000 Kirkland homes (artwork due February 1)
- Event banners promoting the event

Day of Event Exposure

Logo appears as sponsor on event t-shirts distributed to Dog Walk registrants and worn by all event personnel

Company name/logo will be listed in the schedule of events given to all attendees

Opportunity to insert sample/promotional materials in Festival Doggie Bags distributed to all Dog Walk registrants

(One) 10' x 10' sponsor exhibit space

Presenting sponsor stage promotion during event (sponsor to provide prize / gift)

- Considerations
 - Contests
 - Games
 - Clinic
 - Demonstrations
 - Ask the Expert

Acknowledgment and appreciation by event MC

Company receives 2 event t-shirts

Post-Event Exposure

Recognition during presentation to City Council

PICK OF THE LITTER – Event Sponsor \$250 (limit 5) SOLD

Pre-Event Promotion/Advertising/Publicity

Logo appears as sponsor on:

- Event brochures / walk entry forms distributed to pet suppliers, dog service providers, restaurants and other outlets
- Posters distributed throughout Kirkland
- City of Kirkland website event page

Day of Event Exposure

Company name / logo will be listed in the schedule of events given to all attendees

(One) 10' x 10' sponsor exhibit space

Opportunity to insert sample/promotional materials in Festival Doggie Bags distributed to all Dog Walk registrants

Company receives 2 event t-shirts

DOG PACK – Event Vendor \$80

Company name will be listed on the City of Kirkland website event page

Company name will be listed in the schedule of events given to all attendees

(One) 10' x 10' sponsor exhibit space

Additional Exhibit Space - \$80

Reserve an additional 10' x 10' exhibit space

Non-Profit Buddy - \$40

(One) 10' x 10' sponsor exhibit space

Provide proof of not for profit status

Please Note:

- You must provide your own setup (tables, chairs, canopy, waste container)
- Electricity is not available

If you have other sponsorship ideas, we would be happy to work out the details with you. For further questions regarding becoming a sponsor or vendor at Go Dog, Go! please contact Sudie Elkayssi at 425-587-3347 or email selkayssi@kirklandwa.gov.

Application deadline and fees:

Level of Participation	Registration due May 1, 2011
Leader of the Pack Sponsor	\$ 1,000
Best In Show Sponsor	\$ 500
Pick of the Litter Sponsor	\$ 250
Dog Pack Vendor	\$80
Additional Exhibit Space	\$80
Non-Profit Buddy	\$40
Late Registration after May 1, 2011	
Dog Pack Vendor	\$100
Additional Exhibit Space	\$100

Make checks payable to City of Kirkland. You will receive a confirmation letter notifying you of participation status, insurance requirements, cancellation policy, logo deadline, event day logistics and prize/doggie bag swag drop-off information.

Please fill out the entire application, and mail with appropriate fee to:

City of Kirkland, Parks & Community Services
Attention: Sudie Elkayssi
505 Market Street, Ste A,
Kirkland, WA 98033

Thank you! We look forward to wagging tails with you this year!



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EXHIBITOR APPLICATION

Sudie Elkayssi
Parks & Community Services
505 Market Street, Ste A
Kirkland, WA 98033-6189
Ph: (425) 587-3347
selkayssi@kirklandwa.gov

Business Name:

Mailing Address:

City:

Zip:

Contact Person:

Phone:

E-mail Address:

Website Address:

Do you have City of Kirkland Business License?

☐ Yes ☐ No

WA State Tax (UBI)#:

Please ☒ appropriate box for your level of participation:

☐ LEADER OF THE PACK

☐ BEST IN SHOW

☐ PICK OF THE LITTER

☐ DOG PACK VENDOR

☐ Additional Exhibit Space (10' x 10')

☐ NON PROFIT BUDDY

PRODUCTS & SERVICES

Please list the products or services that you will be promoting, selling or giving away. **Exhibitors will be granted a permit to sell only what is listed here.** (Attach additional sheets if necessary). Exhibitors engaged in "high-risk" activities will be required to provide a certificate of insurance listing the City of Kirkland as additional insured.

MEDIA RELEASE / HOLD HARMLESS / INDEMNIFICATION

I hereby give permission in perpetuity to the City of Kirkland, its officials, employees, agents and assigns to use the company name and photographic likeness of representatives in all forms and media for advertising and any other promotional purposes.

Applicant shall defend, indemnify and hold the City, its officers, officials, employees and volunteers harmless from any and all claims, injuries, damages, losses or suits including attorney fees, arising out of or resulting from the acts, errors or omissions of the Applicant in the performance of this Agreement, except for injuries and damages caused by the sole negligence of the City.

Applicant Name – Print

Date

Signature